

Ayoub JAA

Senior UX & Product Designer

Based in France – Full Remote possible

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Availability: Within 1 month | www.ayoubj.com

PROFESSIONAL SUMMARY

I bring a rare mix of UX design and HR/IT systems expertise, backed by a Master's in Human-Computer Interaction (Paris-Saclay). I design tools that reduce workload, improve efficiency, and simplify complex processes for large teams. My work has already cut IT incidents by 97% and boosted satisfaction to 92%. I thrive in cross-functional environments and build solutions people truly use. Native in French and Arabic, fluent in English, mobile across GCC.

PROFESSIONAL EXPERIENCE

UX & Product Design for HR & IT Systems | GEODIS – Levallois-Perret / Remote | Oct 2018 – Present

Initially hired as IAM/ITRH analyst, I proactively transitioned into UX after identifying critical usability failures in internal tools. My cross-functional agility and problem-solving mindset led to high-impact product launches that reshaped internal processes.

- Designed a self-service Active Directory interface for HR teams, reducing IT tickets by **97%** (ServiceNow, 2022).
- Automated license lifecycle management, cutting Office 365 costs by **15–20%**.
- Developed real-time dashboards for anomaly detection, improving data quality by **40%**.
- Elevated user satisfaction from **85% to 92%** through iterative testing and UX enhancements.
- Co-designed secure, compliant workflows with IT, IAM, and HR stakeholders.
- Authored long-term UX documentation and support materials to ensure scalable adoption.

Head of ITRH Run Operations

Recognized for product impact, I was promoted to lead the ITRH Run team while continuing to contribute to product strategy through direct operational insight.

- Manage and mentor a team of **3 analysts** across support, integration, and operations.
- Oversee HR-IT incident resolution and ticket prioritization via ServiceNow.
- Drive continuous improvement through operational feedback loops and root cause analysis.
- Act as subject matter expert on HR data systems and cross-platform flows.

Volunteer Product Designer | Institut Malik Ibn Anas – Remote | Apr 2022 – Present

Arabic Courses - Teacher-Parent Communication App (Android & iOS)

Led the full UX lifecycle to create a mobile platform bridging Arabic teachers and parents.

- Conducted end-user research and defined user personas and journey maps.
- Designed core features: absence reporting, homework tracking, and secure feedback.
- Delivered responsive prototypes adapted to mobile UX constraints.
- Achieved 80% weekly usage post-launch (Mar 2025) with **4.6/5** average satisfaction.
- Integrated user feedback into future roadmap (shared calendar, grading tool).

Donation Management Platform (Web + App)

Conceived and built a digital system to streamline livestock donation logistics for Eid Al-Adha operations in Central Africa.

- Defined UX architecture for donation intake, livestock tracking, and delivery coordination.
- Designed a lightweight back-office tailored to offline/low-bandwidth field conditions.
- Enabled local agents to reduce admin burden and improve traceability.
- Project validated and ready; field deployment deferred to 2026 due to external constraints.

UX/UI Design Intern | Boursorama Banque – Boulogne-Billancourt, France | Feb 2018 – Aug 2018

- Contributed to rebuilding the mobile banking app from webview to native; app rating rose from **2.8 to 4.5 (now 4.8)**, reaching **2M+ clients and 500K daily users**.
- Designed a deferred debit calendar interface, increasing feature adoption by **60%**.
- Created an offer carousel interface that boosted conversion rates by **15%**.
- Recognized for autonomy and UX insight despite junior status.

EDUCATION

Master's Degree – Human-Computer Interaction (English Program) | Paris-Saclay / EIT Digital – France | 2018

Bachelor's Degree – IT-Oriented Human-Computer Interaction | Paris-Saclay – France | 2016

Higher National Diploma – Human-Computer Interaction & IT | IUT Orsay – France | 2015

TECHNICAL SKILLS

UX & Product Design

UX Strategy | Wireframing | Prototyping | Design Systems | Responsive & Mobile-First Design
Accessibility (WCAG) | Feature Scoping | System Mapping | Flow Diagrams | Problem Framing

User Research & Testing

User Interviews | Persona Development | Journey Mapping | Usability Testing
Heuristic Evaluation | Field Research | Continuous Feedback Loops

Tools & Platforms

Figma | Axure | Balsamiq | Adobe Creative Cloud | Miro | Matomo | Hotjar
Power BI | Power Automate | Notion | Confluence | Jira | HTML/CSS/JavaScript

Cross-Functional Collaboration

Team Leadership (3-person Ops Team) | UX Documentation | Stakeholder Alignment
HR–IT–Product Collaboration | Remote & Async Workflow | Operational Feedback Integration

Domain Expertise

HRIS | Identity & Access Management (IAM) | Digital Banking | Educational Platforms (EdTech)
NGO & Nonprofit Logistics | Enterprise Tools for HR and IT Operations

LANGUAGES

French: Native | Arabic: Native | English: Professional Proficiency